

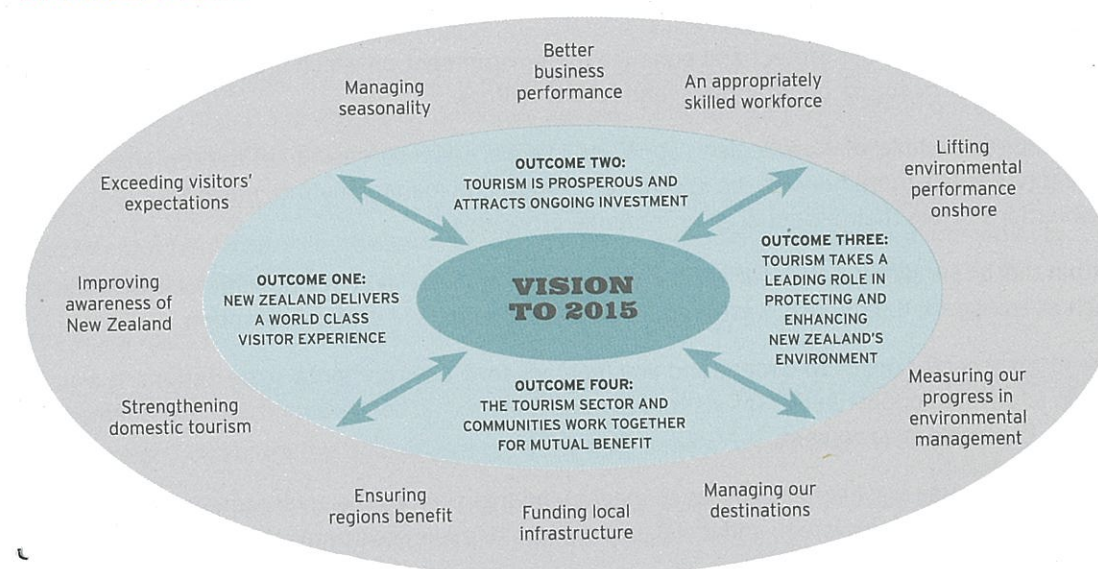
A FRAMEWORK FOR ACTION

The vision of the New Zealand Tourism Strategy 2015, and the framework that supports it, set out the role that the tourism sector will play in helping New Zealand develop a more sustainable economy and society.

Within this wider context of sustainability, the overall focus of the Strategy is on increasing the value of tourism. This means value in its broadest sense – economic value, the value of the experience had by our visitors and the communities that host them, and the value of the environment within which tourism occurs.

The structure of the Strategy sets four outcomes and the actions needed to achieve them (see Figure Two).

FIGURE TWO: DELIVERING THE VISION: THE NEW ZEALAND TOURISM STRATEGY 2015



The four outcomes are interdependent and equally important. They are set out below.

OUTCOME ONE NEW ZEALAND DELIVERS A WORLD-CLASS VISITOR EXPERIENCE

Visitors must receive a world-class experience at every stage of their journey.

This starts with the image of New Zealand that potential visitors have when planning their trip. Quality marketing is an essential first step to encourage both domestic and international visitors to explore New Zealand and its regions.

Our marketing promise must then be backed up with quality information supplied through traditional and online channels, and through the i-SITE network.

It continues with the quality of the experience visitors have once they are here. We must provide world-class products, appropriate infrastructure, and unique experiences that provide an insight into New Zealand's culture and make the most of the different experiences our regions offer. These must be supported by the Qualmark accreditation system.